

CHALLENGE

SCHOOL OF PUBLIC HEALTH
UNIVERSITY OF MINNESOTA

SPRING 1984

Research Reports

Study Uses Financial Incentive In Work Site Weight Loss Program

You should lose weight. You want to lose weight. You say the motivation just isn't there and you don't have time.

Try an incentive like money. Try doing it at work. SHAPE, a weight loss and maintenance program, offers that opportunity. It is a study conducted at the work site using a financial incentive. The project incorporates the most recent knowledge about nutrition and exercise and behavior modification techniques known to be successful.

The unusual inducement is money from participants' paychecks. Study subjects choose their own weight goal and sign a financial contract specifying an amount to be collected through payroll deduction. Each payday they receive a check in the amount of the incentive if they have met their goal. Those who fail to meet their goal lose their money.

Money not returned accumulates in each individual's account—to be returned at the end of the six-month period if the final goal has been achieved. At the end of the study, successful participants collect not only their own deposits but divide the profits from those who did not meet their goals.

Conducted by the Division of Epidemiology, the program selected volunteers to participate in two six-month sessions this past year. The volunteers were randomly selected from faculty and staff of the School of Public Health and the Medical School. The first group of 18 members began their six-month program in October 1983, the second group of 18 in January 1984. The volunteers receive a comprehensive handbook including nutritional guidelines, sample exercises, motivational work sheets, and helpful hints. The handbook describes the healthy way to lose weight: to eat less,



A SHAPE study volunteer weighs in during a semimonthly session.

exercise more, and choose appropriate foods. It emphasizes a behavioral approach to weight control, explaining that our eating and exercise habits are a result of our response to the environment we live in. We eat too fast, too much, and not always the correct foods.

Participants are counseled to choose realistic weight goals and to follow safe health guidelines. Weight maintenance or a loss of up to 1 percent of total weight per week for the six-month period is advised.

Participants are asked, but not required, to attend semimonthly weigh in and discussion/intervention sessions during the lunch hour. Project directors stress the importance of individual rewards and self-motivation. Many partici-

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Mayo Foundation Endows Chair In Public Health

The Mayo Chair in Public Health will be established in the School of Public Health with the aid of a \$750,000 contribution from the Mayo Foundation endowment fund. The Mayo Foundation donated an additional \$125,000, which has been matched by the School of Public Health.

The search for a distinguished faculty member to be appointed to the Mayo Chair is expected to begin this fall.

Drs. Charles and William Mayo had a long-standing interest in public health and in the University of Minnesota. Charles Mayo served as health officer of Rochester, Minnesota, and later as president of the Minnesota Public Health Association. William Mayo was a member of the University's Board of Regents and instituted the Mayo Foundation for Medical Education and Research.

Although the Mayo brothers were noted surgeons, they were active proponents of community public health and preventive medicine. They were credited by President Franklin Delano Roosevelt with finding "new means for the prevention of disease, in the creation of methods by which all of the people may be made aware of the knowledge of hygiene and public health."

Charles Mayo initiated the first weekly public health lectures in Rochester, organized a health service in the public schools for periodic examinations and vaccination against smallpox, and successfully fought for a city ordinance requiring pasteurization of milk. William Mayo shared his brother's concern for public health legislation and campaigned strongly for public health education as well as for public health training for medical students.

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Faculty Books Span Range of Health Topics

Nutrition, long-term care administration, community health nursing, and companion animals are the major topics of books written or edited by School of Public Health faculty this past year.

Nutrition

In her book, *Nutrition for Your Pregnancy*, Judith Brown, associate professor and director of public health nutrition, translates her own research results into a practical guide for healthy eating before, during, and after pregnancy. In addition to basic principles of nutrition, her book includes examples of physical exercises specially designed for pregnant women. The book is written for the general public.

In the book Brown discusses one of the biggest concerns facing pregnant women: weight gain. Brown says that, on the average, American mothers have gained too little weight during their pregnancies. She explains how to determine the right amount and pace of weight gain to ensure both a healthy mother and baby.

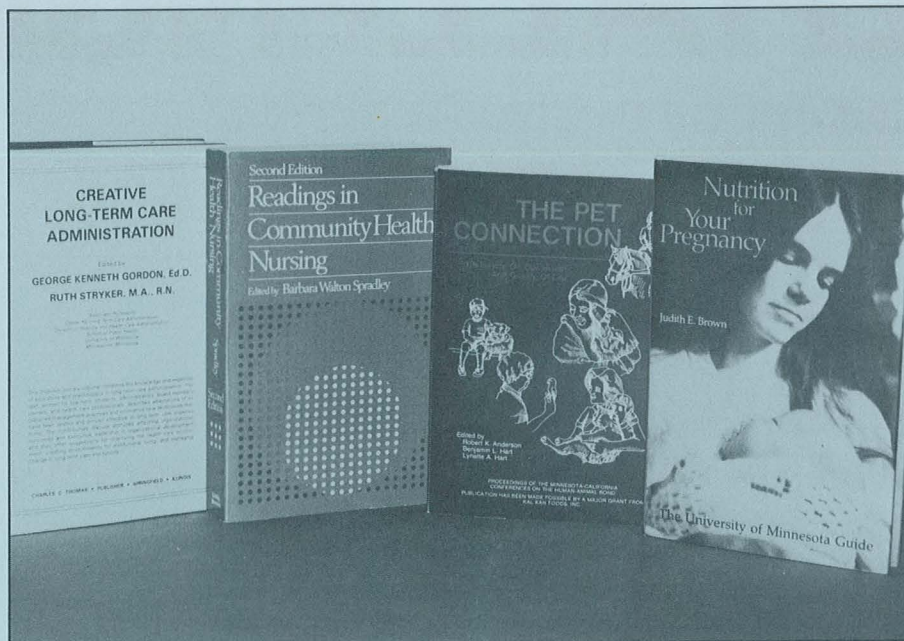
In the foreword, an expert in the field of nutrition writes: "This book, with its combination of impeccable accuracy, personal involvement in the problems of women, and emphasis on the positive, will be a major factor in helping women improve the course and outcome of their pregnancies."

The book was published by the University of Minnesota Press.

Long-Term Care Administration

G. Kenneth Gordon and Ruth Stryker-Gordon, associate professors of hospital and health care administration, have edited and written many of the chapters of a new textbook, *Creative Long-Term Care Administration*. The book is designed for teachers, students, administrators, and board members of long-term care facilities.

The text features both well-established practices and new ideas that have been tested by more than 90 nursing home



administrators in 16 states enrolled in the School of Public Health's three-year program for long-term care administrators. The Gordons developed the curriculum for the program.

In their book the Gordons write: "If nursing homes are to take their rightful place as specialized health care organizations in the '80s and '90s, success will require the administrator to carve out a role that takes into account an understanding and analysis of the environment—residents, families, personnel drawn to work with this clientele, financial constraints, and general attitudes that reflect fear of aging, debilitation, and death."

The book was published by Charles C. Thomas, Springfield, Illinois.

Community Health Nursing

Barbara Spradley, associate professor of public health nursing, received a 1983 American Journal of Nursing Books of the Year Award for editing *Readings in Community Health Nursing*, second edition. The book is a compilation of articles reflecting current trends and practice in community health nursing. It was designed primarily for undergraduate nursing students and their instructors as well as for practicing community health nurses.

The term community health nursing, Spradley says, refers to the nursing practice specialty that incorporates public health science and nursing science. The

book is divided into eight major sections: current issues and trends, the role of the community health nurse, community health assessment and planning, tools for practice, family health, work with groups, the cultural dimension, and interdisciplinary practice. Topics include specialty roles in school health, occupational health, and gerontology; planning for community health care including cultural ethics, politics, and research dimensions; and the need for collaborative efforts at both the professional and organizational levels.

The book includes 54 articles by experts in nursing, public health, and related fields. It was published by Little, Brown and Company of Boston.

Companion Animals

Robert K. Anderson, professor and director of veterinary public health, is one of the editors of *The Pet Connection: Its Influence on Our Health and Quality of Life*. The book is a collection of papers presented by physicians, veterinarians, psychologists, psychiatrists, epidemiologists, sociologists, representatives from animal protection agencies, and others at the Minnesota-California Conferences on the Human-Animal Bond held last June.

Among the subjects explored in the book are the historical relationships between humans and animals, concepts of cruelty and humaneness, abused children and their pets, rehabilitative horseback

riding for children with language disorders, personality characteristics of owners of certain pets, pet death and its effects on owners and veterinarians, effects of pets on the chronically ill, pet-facilitated therapy in long-term care situations, and the ties that do not bind humans and animals.

The proceedings were published by CENSHARE, the Center To Study Human-Animal Relationships and Environments, School of Public Health and College of Veterinary Medicine, University of Minnesota.

Mayo Chair continued from page 1

After the deaths of the Mayo brothers in 1939, colleagues helped plan and raise funds for a physical memorial at the University, the Mayo Memorial Building on the Twin Cities campus.

The direct association between the Mayo brothers and the School of Public Health began over 40 years ago. To honor the brothers, the Mayo Properties Association made a special endowment of \$500,000 to assist in the establishment of the School of Public Health and a commitment of \$10,000 per year to help support the Mayo Professorship of Public Health.

Accepting the \$500,000 endowment, the Board of Regents renamed the Department of Preventive Medicine and Public Health in the Medical School and gave it independent status as the School of Public Health. Much of the endowment was applied toward construction of the School of Public Health's space in the Mayo Memorial Building. Most of the balance served as matching funds to secure a federal grant for construction of environmental health research laboratories in the basement of the Boynton Health Service.

The Mayo brothers' interest in public health education is reflected in the establishment of the Mayo Professorship of Public Health. The first Mayo Professor was Gaylord W. Anderson, director and later first dean of the school. The title is now held by Leonard M. Schuman, professor emeritus and former head of the Division of Epidemiology.

With the creation of the Mayo Chair in Public Health, there will be a fitting memorial and tribute to the Mayo brothers for their prominent role in the support of public health education in the state of Minnesota.

● NEWS BRIEFS ●

Dean's Search

The search for a new dean of the School of Public Health continues. A series of candidates have presented seminars for the benefit of the search committee as well as for the faculty and staff of the school.

Edith D. Leyasmeyer, associate dean, has served as acting dean since Lee D. Stauffer returned to faculty duties in November 1982.

A new dean is expected to be named this summer.

Remodeling Funds

The Minnesota Legislature has appropriated \$8.16 million for renovation of School of Public Health and Department of Microbiology (Medical School) space in the Mayo Memorial Building. The funds will provide for the first of two remodeling projects scheduled to begin this fall.

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pants believe that the "food diary" they keep has been both an incentive and a learning device. The lunch hour sessions offer an opportunity for an exchange of ideas about additional incentives.

According to Jean Forster, community program specialist and project director, "The SHAPE program recognizes that it is difficult to lose weight and that a commitment is required. However, the incentives in society are not towards losing weight. Magazine articles and advertisements emphasize rich food and high calorie food. This is an attempt to provide incentive in the other direction."

Is this program a success at the work site? Although final results are not yet in, preliminary findings are promising. More than 50 percent of those in the first group were at or close to their individual goals as their six-month session drew to a close. Those in the second group, who were weighed in October, gained weight by the time they were scheduled to begin participation in January. Three months into the program, more than 60 percent of members of the second group were achieving their goals.

Forster has found that it doesn't matter how much money is pledged but that a

Plans include moving most of the school's faculty and staff offices from upper floors of Mayo to lower floors to be vacated by University Hospitals when the new hospital building is completed in early 1986.

The School of Public Health is currently located in five areas of the Mayo Building, two locations in Memorial Stadium, Boynton Health Service, Ford Hall, an underground floor of the Moos Health Sciences Tower, and two off-campus buildings on University Avenue.

Delta Omega Chapter

Delta Omega, the professional honor society for faculty and students in public health, has approved the establishment of a University of Minnesota chapter, to be called the Pi Chapter. Anyone interested in being nominated for membership in the chapter should contact Associate Dean Raymond Carlaw, School of Public Health, 1360 Mayo, Box 197, University of Minnesota, Minneapolis, Minnesota 55455.

financial pledge does make a difference in meeting a weight loss goal. Another important finding, she said, is that volunteers seem to prefer participating during the workday rather than evenings.

"The SHAPE program is a very convenient and inexpensive way to lose and maintain weight within a nutritionally sound program. It's great," commented one of the participants.

A third group, with 160 participants randomly selected from the University at large, entered the study in early May. Unlike members of the first two groups, these participants were randomly assigned to one of four levels of intervention. Certain conditions, like weigh-in sessions and group meetings, will be required for some members and optional for others.

The study hopes to show which intervention patterns work best and what is the most cost-effective way to offer a weight loss program at the work site.

The SHAPE project is part of a long-term study on monetary incentives for weight loss and maintenance being conducted in the community by Robert Jeffery, assistant professor of epidemiology. The study is funded by the National Institutes of Health.

Party Promotes Health, Disease Prevention Awareness



Students check each others' pulses after the "Minnesota Step Test" contest.



MHA students (all wearing ties!) present their winning song and dance routine.

School of Public Health students sang, danced, and jogged their way through a health promotion/disease prevention party held one afternoon during winter quarter. Tannie Eshenaur, a student in health education, helped organize and promote the party as "our opportunity to learn about each other's disciplines in the context of health promotion and disease prevention and have some fun doing it."

Students competed through skits and song and dance routines intended to de-

scribe their health disciplines. The MHAers (students in hospital and health care administration) won first prize with their disco version of "Put Your Health in the Hands of the Executives of the Future." The panel of judges from the dean's office gave special recognition to a public health administration student for a monologue, "Three Little Pigs and the Big, Bad Wolf Named Disease." Other presentations included "The Do, Re, Mi's of a Healthy Lifestyle" by health education students, "Miss Piggy's Reflections on Proper Nutrition" by a public health nutrition student, and a comical version of "Statistical Analysis" by biometry students.

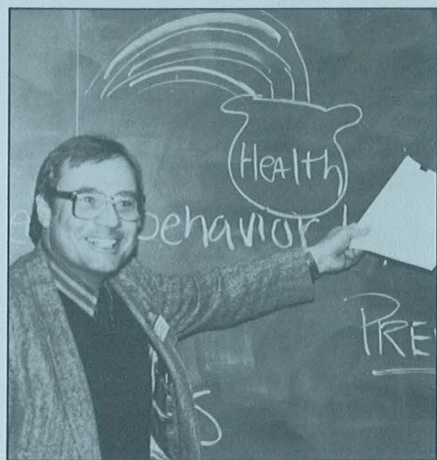
The "Minnesota Step Test" (with apologies to Harvard) pitted the pulses of students in the school's educational divisions against each other. Volunteers from each division ran the steps of the auditorium while spectators hummed the theme from "Chariots of Fire." A traveling trophy went to the MHAers for their representative's rapid recovery.

Robert Schwanke, associate professor of health education, led an interdisciplinary team building exercise for the final event of the afternoon. Students divided into groups and collaborated on T-shirt slogans appropriate for public

health. Among the T-shirt messages students came up with were "Insure Your Health Behavior by Sampling Nature's Sweets," "Health Going Up—Costs Going Down," "Prevention—Just for the Health of It," and a rainbow leading to a "pot of health" representing different health disciplines.

Healthy snacks were on the party's refreshment menu.

The Student Senate of the school helped organize the party. Funding was provided by the University's College of Council Boards.



Robert Schwanke solicits public health slogans during the health promotion/disease prevention party.

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